

ARE YOU READY FOR A RED-DOT SIGHT?

**GUNS&AMMO HANDGUNS**

**METAL 2.0**  
S&W'S NEW METAL-FRAME M&P



**SHADOW SYSTEMS**  
THE ALL-NEW FOUNDATION

ROCK ISLAND AL22  
SPRINGFIELD XD-M ELITE 10MM  
TAURUS GX4 XL

**SIG CUSTOM WORKS P320**



5 EASY WAYS TO SECURE YOUR GUNS

**GUNS&AMMO HANDGUNS**

**FN TIMES 10**  
NEW 10MM FROM FN REALLY DELIVERS



**SIG P365 XMACRO**  
A GREAT GUN GETS BIGGER

**S&W'S NEW EQUALIZER**

WALTHER POP F-SERIES

COLT ANACONDA .44 MAGNUM  
STOERGER STR-9SC OPTIC READY  
STREAMLIGHT TLR-8 SUB

EXPERT ADVICE ON CARRY POSITIONS

**GUNS&AMMO HANDGUNS**

**ROCK ON!**  
ROCK ISLAND'S 5.0 CHANGES THE RULES



**RUGER'S NEW .380**  
EASY HANDLING, EASY SHOOTING


**SIG'S BIG 320-XTEN**  
MAYBE THE BEST 10MM OUT THERE

FN 509 CC EDGE | RUGER MK IV 22/45 LITE | XS GLOCK SIGHT PUSHER

PRO FITNESS TIPS FOR SHOOTERS

**GUNS&AMMO HANDGUNS**

**ROCK SOLID**  
TWO GREAT NEW .357 MAGNUMS FROM ROSSI



**SMITH'S M&P 5.7**  
A PROVEN PISTOL IN THE HOT 5.7x28

LEHIGH DEFENSE AMMUNITION | HI-POINT JXP 10MM

3 KEY FLASHLIGHT SHOOTING TECHNIQUES

**GUNS&AMMO HANDGUNS**

**SEEING DOUBLE**  
SPRINGFIELD'S NEW PRODIGY DOUBLE-STACK 1911—IN 2 DIFFERENT SIZES



**SIG P322**  
A 20-1 RIMFIRE THAT'S READY FOR ANYTHING

**TACTICAL TAURUS UPSIZES ITS EXCELLENT G3**

AND MORE!  
- ED BROWN MP-F4  
- MOSSBERG MC2c OPTIC READY

# **GUNS&AMMO HANDGUNS**

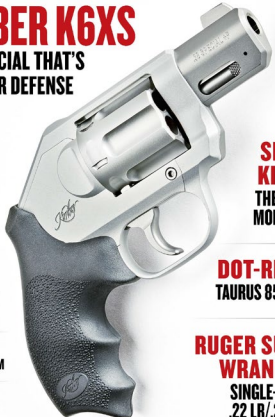
## 2024 MEDIA KIT

handgunsmag.com

SUPER COOL REVOLVER ISSUE!

**GUNS&AMMO HANDGUNS**

**KIMBER K6XS**  
A .38 SPECIAL THAT'S READY FOR DEFENSE



**SNAKE KILLER**  
THE KORTH MONGOOSE

**DOT-READY**  
TAURUS 856 TORO

**RUGER SUPER WRANGLER**  
SINGLE-ACTION .22 LR/.22 MAG.

RED DOT/IRON SIGHT GUIDE  
SPRINGFIELD OPERATOR 9MM  
SHADOW SYS. CR920P ELITE

**GUNS&AMMO**  
**HANDGUNS**

**HANDGUNS** is dedicated to the handgun enthusiast. Its core mission is to emphasize the proper use and selection of handguns for self-defense and concealed carry. For marketers, Handguns represents a super-efficient buy for anything from esoteric shooting supplies to pickup trucks and SUVs... and everything in between.





### Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Guns & Ammo Brand

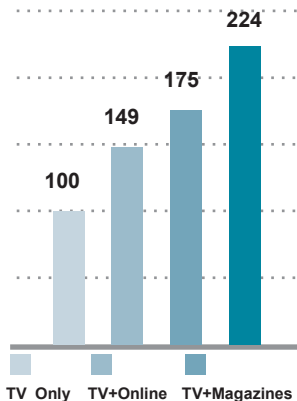
Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies include:

- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was most effective in driving online traffic – and that traffic increased considerably when URLs were included in advertising and marketing messages.

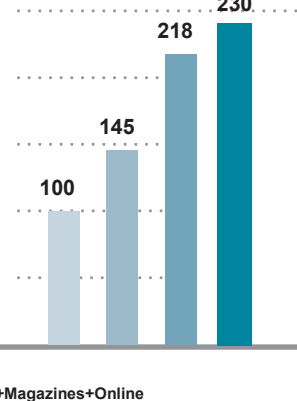
### Cumulative Effects of Different Media

Pre/Post Point Change (Index vs. TV Alone)

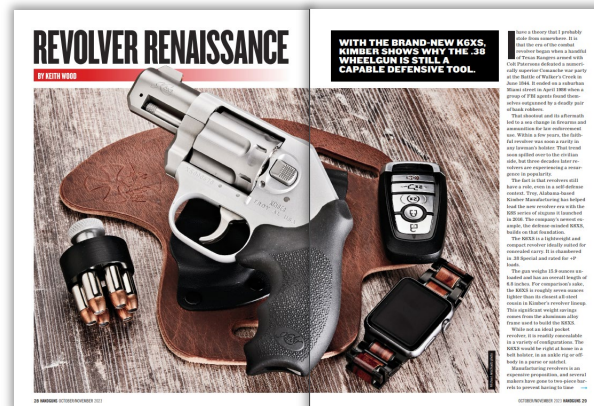
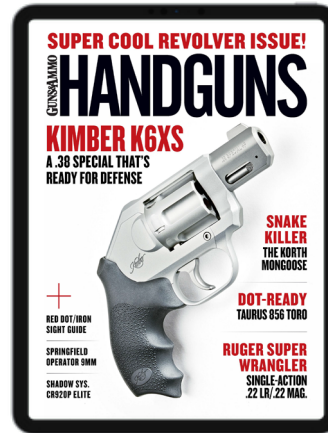
#### Aided Brand Awareness



#### Advertising Awareness



Note: Results reflect the impact of different media combinations expressed as an index of TV as the base medium



### HANDGUNS: KEY BRAND FACTS

Circulation:	106,207
Frequency:	Bi-monthly
Total Audience:	1,168,277
Average Household Income:	\$111,420

### Shooting and the American Consumer

Guns & Ammo readers and web site visitors represent a powerful and deep cross-section of American consumers. Key facts you may not know about this influential market include:

- 43% of U.S. households own firearms, representing over 200 million guns.
- 20 million individuals take part in competitive shooting in the United States – and the 2012 Summer Olympics featured 15 different shooting events for both men and women.
- Over 1.4 million Americans used firearms in their line of work – including law enforcement and military personnel.
- The U.S. firearms industry includes approximately 200 companies employing about 15,000 individuals with annual revenues in excess of \$2 billion.

Sources:

- 2012 Accelara media research.
- 2020 subscriber study.
- Hunting in America: Hunting and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007.
- Circulation, June 2022 AAM.
- MRI Doublebase 2022 (Audience).
- Demos based on Guns & Ammo Magazine.

<b>Total Audience</b>	<b>1,168,277</b>
<b>Average Household Income</b>	<b>\$111,420</b>
<b>Average Net Worth</b>	<b>\$687,000</b>
<b>Men/Women %</b>	<b>89/11</b>
<b>Median Age</b>	<b>47</b>

<b>Subscribed for 4+ Years</b>	<b>48%</b>
<b>Pass Along Issues to Family/Friends</b>	<b>45%</b>
<b>Belong to a Gun Club or 2A Organization</b>	<b>47%</b>
<b>Went Hunting in Last Year</b>	<b>57%</b>
<b>Performed DIY Project(s) in Last Year</b>	<b>82%</b>

### HANDGUNS

- 98% own a Handgun
- 72% own Revolvers Centerfire
- 77% own Pistols (semi-auto)
- 60% own 1911 Semi-Automatic Pistols Centerfire
- 49% own Revolver Rimfire

### SHOTGUNS

- 78% own a Shotgun
- 61% own a Pump Action
- 35% own a Semi-Automatic
- 31% own a Single Shot
- 23% own a Side by Side
- 18% own a Over and Under

### RIFLES

- 85% own a Rifle
- 71% own an AR-Style Semi-Automatic Centerfire
- 71% own a Semi-Automatic Rimfire
- 60% own a Bolt Action Centerfire
- 46% own a Bolt Action Rimfire



### WHAT THEY HUNT

- 43% Small Game
- 38% Big Game
- 38% Varmints
- 32% Upland Birds
- 14% Water Fowl
- 5% Exotic Game
- 5% Other

### AMMUNITION

- 44% of reload own ammunition
- The average reader purchases 946 rounds of factory loaded ammo annually

### VEHICLES

- 46% own/leases 1+ Sport/Utility Vehicle



Issue	Ad Space Close/Materials Due	Newsstand on Sale
April/May	12/6/23	2/13/24
June/July	2/12/24	4/16/24
August/September	4/15/24	6/18/24
October/November	6/10/24	8/13/24
December/January	8/12/24	10/15/24
February/March	10/4/24	12/10/24





4-Color	1 x	3 x	6 x	9 x
Page	\$10,792	\$10,477	\$10,149	\$9,821
2/3 Page	\$8,615	\$8,381	\$8,112	\$7,842
1/2 Page	\$6,999	\$6,801	\$6,590	\$6,367
1/3 Page	\$5,923	\$5,760	\$5,572	\$5,408
1/4 Page	\$4,975	\$4,811	\$4,670	\$4,518
1/6 Page	\$4,167	\$4,026	\$3,909	\$3,792

2-Color	1x	3 x	6 x	9 x
Page	\$8,427	\$8,148	\$7,902	\$7,667
2/3 Page	\$6,731	\$6,531	\$6,321	\$6,134
1/2 Page	\$5,478	\$5,313	\$5,140	\$4,988
1/3 Page	\$4,378	\$4,249	\$4,121	\$3,980
1/4 Page	\$3,687	\$3,594	\$3,477	\$3,383
1/6 Page	\$3,102	\$3,043	\$2,938	\$2,869

B&W	1x	3 x	6 x	9 x
Page	\$6,731	\$6,531	\$6,321	\$6,134
2/3 Page	\$5,126	\$4,975	\$4,811	\$4,670
1/2 Page	\$4,039	\$3,923	\$3,804	\$3,675
1/3 Page	\$3,031	\$2,938	\$2,844	\$2,763
1/4 Page	\$2,352	\$2,283	\$2,224	\$2,142
1/6 Page	\$1,698	\$1,627	\$1,581	\$1,546
1/12 Page	\$913	\$878	\$843	\$808
1 Inch	\$387	\$375	\$351	\$340

Covers	1x	3 x	6 x	9 x
Cover 4	\$14,011	\$13,613	\$13,180	\$12,770
Cover 3	\$11,857	\$11,518	\$11,167	\$10,814
Cover 2	\$12,396	\$12,021	\$11,659	\$11,284



### Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7 <sup>3</sup>/<sub>4</sub> w x 10 <sup>1</sup>/<sub>2</sub> h

#### 1. Two Page Spread

Non-Bleed: 14.5 x 9.5

Bleed: 15.75 x 10.75

Trim: 15.5 x 10.5

Safety: 15 x 10

#### 2. Two Page 1/2 Horizontal

Non-Bleed: 14.5 x 4.75

Bleed: 15.75 x 5.5

Trim: 15.5 x 5.25

Safety: 15 x 4.75

#### 3. Full Page

Non-Bleed: 6.75 x 9.5

Bleed: 8 x 10.75

Trim: 7.75 x 10.5

Safety: 7.25 x 10

#### 4. Two-Third Vertical

Non-Bleed: 4.375 x 9.5

Bleed: 5.25 x 10.75

Trim: 5 x 10.5

Safety: 4.5 x 10

#### 5. Two-Third Horizontal

Non-Bleed: 6.75 x 6.75

Bleed: 8 x 7.125

Trim: 7.75 x 6.875

Safety: 7.25 x 6.375

#### 6. One-Half Vertical

Non-Bleed: 4.375 x 7.25

Bleed: 5.25 x 8

Trim: 5 x 7.75

Safety: 4.5 x 7.25

#### 7. One-Half Horizontal

Non-Bleed: 6.75 x 4.75

Bleed: 8 x 5.5

Trim: 7.75 x 5.25

Safety: 7.25 x 4.75

#### 8. One-Third Vertical Non-

Bleed: 2.125 x 9.5

Bleed: 2.875 x 10.75

Trim: 2.625 x 10.5

Safety: 2.125 x 10

#### 9. One-Third Square

Non-Bleed: 4.375 x 4.75

Bleed: 5.125 x 5.5

Trim: 5 x 5.25

Safety: 4.5 x 4.75

#### 10. One-Third Horizontal

Non-Bleed: 6.75 x 3.375

Bleed: 8 x 4.125

Trim: 7.75 x 3.875

Safety: 7.25 x 3.625

#### 11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

#### 12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

#### 13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

#### 14. One-Sixth Horizontal

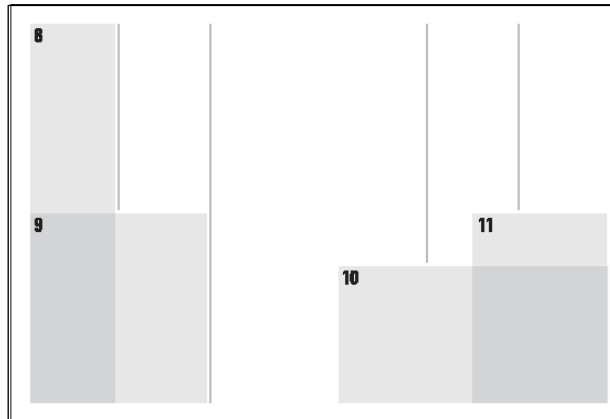
Non-Bleed: 4.375 x 2.25

#### 15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

#### 16. One-Eighth Page

Non-Bleed: 2.125 x 3.5



#### 17. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

#### 18. One Inch Banner

Non-Bleed: 6.75 x 1

#### 19. Two Inch Banner

Non-Bleed: 6.75 x 2

#### 20. Eight Inch Vertical

Non-Bleed: 2.125 x 8

#### 21. Seven Inch Vertical

Non-Bleed: 2.125 x 7

#### 22. Six Inch Vertical

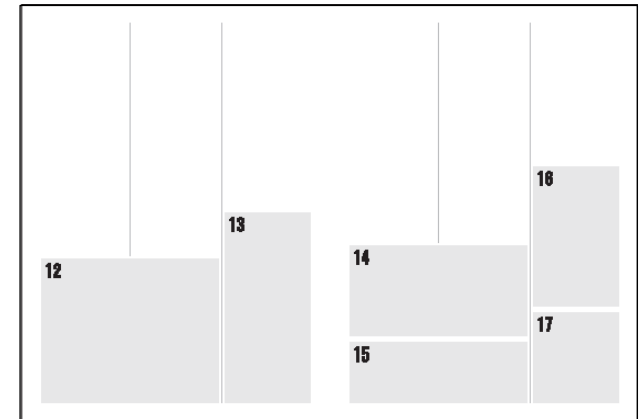
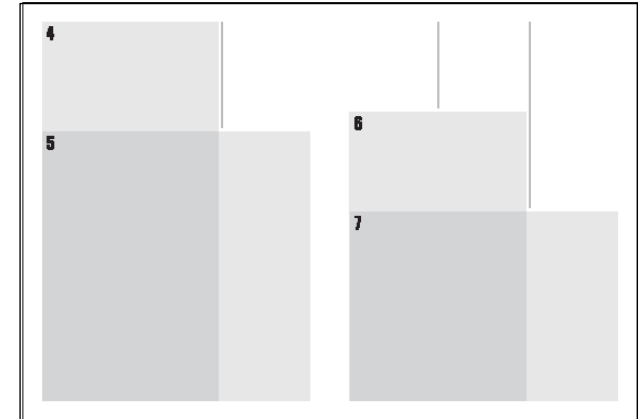
Non-Bleed: 2.125 x 6

#### 23. One Inch 2-Column

Non-Bleed: 4.375 x 1

#### 24. One Inch Vertical

Non-Bleed: 2.125 x 1



SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

**Non-Bleed** — 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

**Bleed** — 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

**Trim** — The edge of the page.

**Safety** — 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

### Terms and Conditions:

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1.The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.

2.Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.

3.Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.

4.Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.

5.The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.

6.Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.

7.No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.

8.The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.

9.The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.

10.The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.

11.This agreement shall be governed by and construed in accordance with the laws of the State of Colorado without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Colorado.



### General Production Information:

Production Manager  
Handguns  
2 News Plaza  
Peoria, IL 61614  
309-679-5085

[Kathryn.McGlothlen@outdoorsg.com](mailto:Kathryn.McGlothlen@outdoorsg.com)

- **Trim Size:** 7¾-in. wide x 10½-in. high
- **Non-Bleed:** ½-in. inside trim. Non-bleed ads should have all elements within this measurement.
- **Bleed:** 1/8-in. outside the trim. Elements that “bleed off” trimmed page should extend at least 1/8-in. beyond trim.
- **Trim:** The edge of the page.
- **Safety:** ¼-in. inside of the trim edge on all four sides for a total ½-in. safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

### Advertising File Requirements:

**OSG requires that ads be submitted in PDF/X-1a format. Files must have:**

- All fonts embedded.
- Page geometry defined and consistent (trim, bleed, and media/ art boxes).
- Correct color space for all elements (CMYK or grayscale). Spot colors converted to CMYK.
- Color and grayscale image resolution between 266 and 300 ppi at 100% placement.
- Bitmap image resolution between 600 and 1200 ppi. Total ink coverage should not exceed 300%.

### Advertising File Submission:

Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

<https://osg.sendmyad.com>



# 2024 Shooting Special Interest Publications

## BOOK OF AR-15 #1



**Distribution: 180,000**

An engaging compilation of articles about the modern AR platform. From new firearms to must-have accessories, ammunition to aftermarket innovations, AR-15 covers it all.

**Ad Close: 11/30/23**  
**On-Sale: 2/6/24 & 6/4/24**

Full Page: \$6,442  
1/2 Page: \$3,373  
1/3 Page: \$2,351  
1/4 Page: \$2,137

## PISTOL



**Distribution: 90,000**

The most popular firearm in America is the pistol, and Guns & Ammo PISTOL is your source for exciting, and countless accessories to complement your favorite handgun.

**Ad Close: 12/13/23**  
**On-Sale: 2/20/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## MODEL 1911



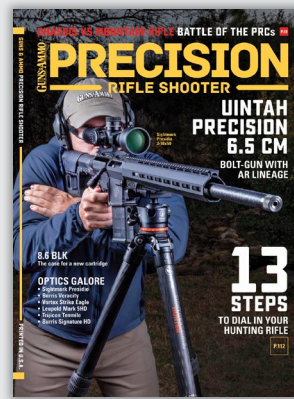
**Distribution: 90,000**

The most comprehensive guide to the venerable handgun created by John M. Browning 100 years ago - reviewing all of the pistol's current variations and chamberings.

**Ad Close: 12/28/23**  
**On-Sale: 3/5/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## PRECISION RIFLE SHOOTER #1



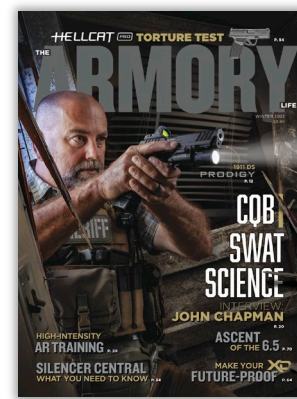
**Distribution: 90,000**

The ultimate guide for the long-range shooting enthusiast, covering the vanguard in precision rifles, long-range optics and extended-range ammunition.

**Ad Close: 1/12/24**  
**On-Sale: 3/19/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## THE ARMORY LIFE #1



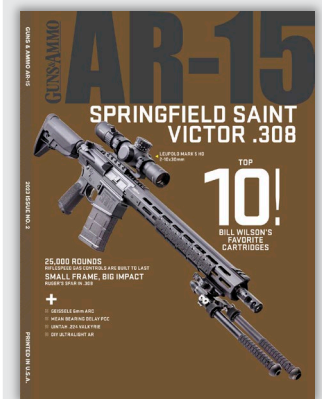
**Distribution: 250,000**

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 1/28/24**  
**On-Sale: 4/6/24**

2-Page Spread: \$8,570  
Full Page: \$4,820  
1/2 Page: \$2,678  
1/4 Page: \$1,339

## BOOK OF AR-15 #2



**Distribution: 180,000**

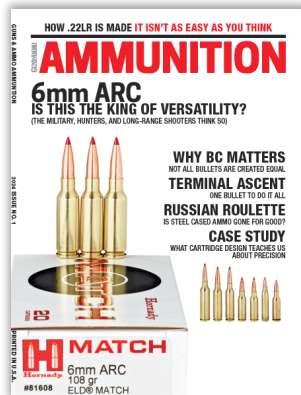
An engaging compilation of articles about the modern AR platform. From new firearms to must-have accessories, ammunition to aftermarket innovations, AR-15 covers it all.

**Ad Close: 1/29/24**  
**On-Sale: 4/2/24**

Full Page: \$6,442  
1/2 Page: \$3,373  
1/3 Page: \$2,351  
1/4 Page: \$2,137

# 2024 Shooting Special Interest Publications

## AMMUNITION



**Distribution: 90,000**

What do all firearms have in common? They use ammunition. From bullets to brass, powder to primers, you'll find these and so much more in Guns & Ammo AMMUNITION.

**Ad Close: 2/12/24**  
**On-Sale: 4/16/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## RIMFIRE



**Distribution: 90,000**

Rimfire magazine features articles on the world's most popular and affordable type of firearms. Subjects to include rifles, pistols, optics and ammo reviews, training tips and good old-fashioned shooting fun.

**Ad Close: 3/5/24**  
**On-Sale: 5/7/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## RED DOT



**Distribution: 90,000**

Learn the advantages of equipping your carry, competition and hunting firearm with a rugged and reliable red-dot sight. Also serves as a great new shooter training tool.

**Ad Close: 3/5/24**  
**On-Sale: 5/7/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## Guns & Ammo TREASURY



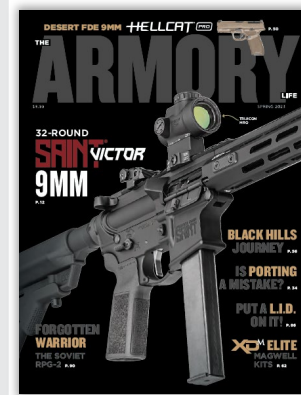
**Distribution: 90,000**

The Guns & Ammo Treasury brings back all the best articles from the previous year in one place. Highlights from brand-new product releases to historical small arms reviews to gunsmithing stories.

**Ad Close: 3/20/24**  
**On-Sale: 5/16/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## THE ARMORY LIFE #2



**Distribution: 250,000**

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 3/25/24**  
**On-Sale: 6/1/24**

2-Page Spread: \$8,570  
Full Page: \$4,820  
1/2 Page: \$2,678  
1/4 Page: \$1,339



# 2024 Shooting Special Interest Publications

## PRECISION HUNTER



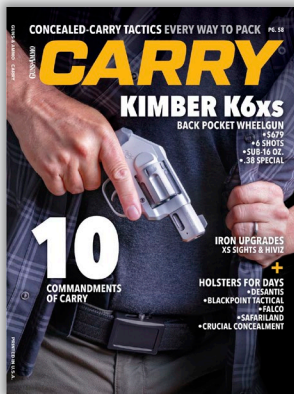
**Distribution: 90,000**

Precision Hunter takes "in the field" accuracy to a new level by focusing on the latest advancements in rifles, ammo and optics and the hottest tips and techniques to make you a better big game shot.

**Ad Close: 4/10/24**  
**On-Sale: 6/13/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## CARRY #1



**Distribution: 90,000**

More firearms are purchased for concealed carry than any other task. With stories ranging from pistols and ammo to holsters and skills, you will learn what works and why — from experts in the field.

**Ad Close: 5/2/24**  
**On-Sale: 7/9/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## BE READY: SURVIVAL GUNS



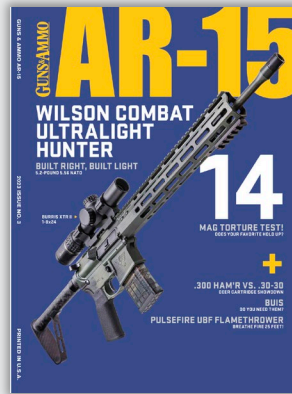
**Distribution: 90,000**

The ultimate resource for information on the firearms that will help you stay alive when most others don't.

**Ad Close: 5/2/24**  
**On-Sale: 7/9/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## BOOK OF AR-15 #3



**Distribution: 90,000**

An engaging compilation of articles about the modern AR platform. From new firearms to must-have accessories, ammunition to aftermarket innovations, AR-15 covers it all.

**Ad Close: 5/31/24**  
**On-Sale: 8/6/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## PRECISION RIFLE SHOOTER #2



**Distribution: 90,000**

The ultimate guide for the long-range shooting enthusiast, covering the vanguard in precision rifles, long-range optics and extended-range ammunition.

**Ad Close: 6/28/24**  
**On-Sale: 9/3/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## PISTOL CARBINE



**Distribution: 90,000**

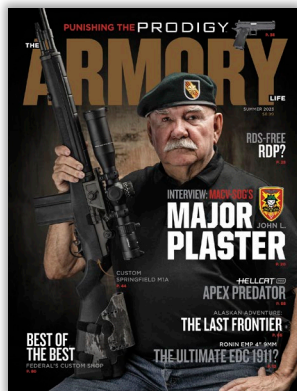
Celebrating the unique and exciting class of firearms known as pistol-caliber carbines (PCCs), from Glock mags. From competition to home-defense, PCC is jammed with pistol-caliber ammo, optics, firearms, and tactics.

**Ad Close: 7/8/24**  
**On-Sale: 9/10/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

# 2024 Shooting Special Interest Publications

## THE ARMORY LIFE #3



### Distribution: 250,000

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 7/8/24**  
**On-Sale: 9/14/24**

2-Page Spread: \$8,570  
Full Page: \$4,820  
1/2 Page: \$2,678  
1/4 Page: \$1,339

## SUPPRESSOR



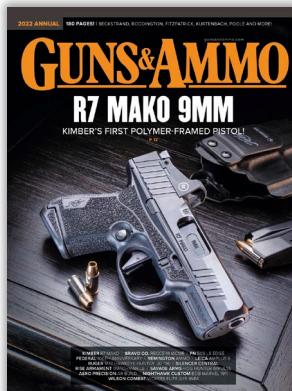
### Distribution: 90,000

The quietest firearm publication is back with a bang. From long-range precision to rimfires, hunting to home defense, we cover suppressors for all types of shooters and firearms.

**Ad Close: 7/29/24**  
**On-Sale: 10/1/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## 2025 ANNUAL



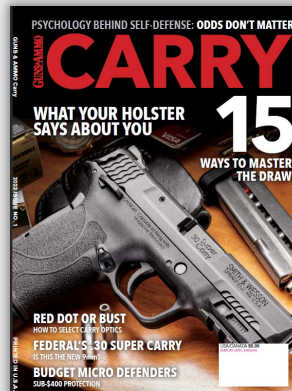
### Distribution: 210,000

The Guns & Ammo Annual is the most comprehensive guide to the shooting sports ever produced.

**Ad Close: 8/5/24**  
**On-Sale: 10/8/24 & 1/1/25**

Full Page: \$8,937  
1/2 Page: \$4,469  
1/3 Page: \$3,089  
1/4 Page: \$2,179

## CARRY #2



### Distribution: 90,000

More firearms are purchased for concealed carry than any other task. With stories ranging from pistols and ammo to holsters and skills, you will learn what works and why — from experts in the field.

**Ad Close: 9/3/24**  
**On-Sale: 11/5/24**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124

## THE ARMORY LIFE #4



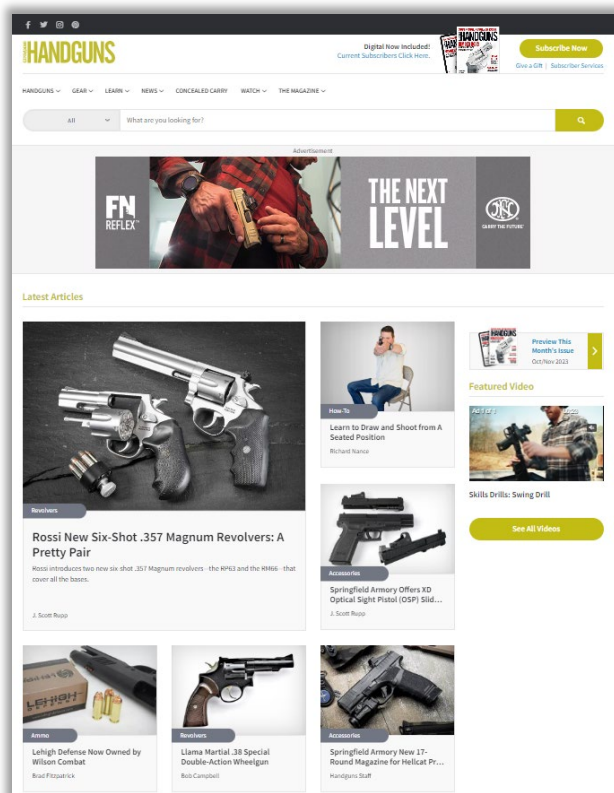
### Distribution: 250,000

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 9/29/24**  
**On-Sale: 12/7/24**

2-Page Spread: \$8,570  
Full Page: \$4,820  
1/2 Page: \$2,678  
1/4 Page: \$1,339

**Handguns** is America's only small-arms media property dedicated to the all-around handgun enthusiast, in print, on TV, and online. Its core mission is to emphasize the proper use and selection of handguns for self-defense and sport shooting.



# 149K

AVG. MONTHLY UNIQUES  
**UP 15% YEAR-OVER-YEAR!**

# 3.1MM

ANNUAL PAGEVIEWS  
**UP 26% YEAR-OVER-YEAR!**

**Male (%)** 81%

**Average Time Spent** 2:01

**Pages Per Session** 1.26

**Traffic From Mobile/Tablet** 70%

**eNewsletter Subscribers** 38,773

**Social Media Followers** 157,433

**Read Article, Go Online for More Info** 86%



## Publisher's Statement

6 months ended December 31, 2022, Subject to Audit

# HANDGUNS

Annual Frequency: 6 times/year

Field Served: Magazine dealing with aspects of the one-hand gun for both beginners and advanced enthusiasts. Topics include personal defense, law enforcement, hunting, match competition, handgun history and more. Evaluates new guns, ammunition and related gear the average shooter can afford.

Published by Outdoor Sportsman Group - Integrated Media

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
99,691	6,516	106,207	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Aug/Sep	87,772	2,228	90,000	9,995		9,995	99,995	4,262	30	4,292	102,029	2,258	104,287
Oct/Nov	85,690	2,355	88,045	11,164		11,164	99,209	7,682	54	7,736	104,536	2,409	106,945
Dec/Jan	86,420	2,435	88,855	11,015		11,015	99,870	7,500	20	7,520	104,935	2,455	107,390
Average	86,627	2,339	88,966	10,725		10,725	99,691	6,481	35	6,516	103,833	2,374	106,207

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	86,627	2,339	88,966	83.8
<b>Total Paid Subscriptions</b>	<b>86,627</b>	<b>2,339</b>	<b>88,966</b>	<b>83.8</b>
<b>Verified Subscriptions</b>				
Public Place	10,589		10,589	10.0
Individual Use	136		136	0.1
<b>Total Verified Subscriptions</b>	<b>10,725</b>		<b>10,725</b>	<b>10.1</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>97,352</b>	<b>2,339</b>	<b>99,691</b>	<b>93.9</b>
<b>Single Copy Sales</b>				
Single Issue	6,481	35	6,516	6.1
<b>Total Single Copy Sales</b>	<b>6,481</b>	<b>35</b>	<b>6,516</b>	<b>6.1</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>103,833</b>	<b>2,374</b>	<b>106,207</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2021	None Claimed	106,183	106,183		
12/31/2020	None Claimed	108,704	108,704		
12/31/2019	None Claimed	110,244	110,244		

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### PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$29.94	
Average Subscription Price Annualized (2)		\$14.70
Average Subscription Price per Copy		\$2.45

(1) Represents subscriptions for the 6 month period ended December 31, 2022

(2) Based on the following issue per year frequency: 6

### ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue  
Circulation by Regional, Metro & Demographic Editions  
Geographic Data  
Trend Analysis